Magazine: FIELD & STREAM
Issue: 1/00/85 Total Pages: 128

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 468 pg:2		
MARLBORO L # 370 pg:11-13	8		3PG U	OPP: "SOLUNAR TABLES".
MERIT # 680 pg:28-29	12		SP	STAPLED CARD
		CAMEL L+CAMEL # 539 pg:55-57	F4+1/4	COUPON: FREE PACK OR $2 OFF CARTON.
		LUCKY L # 105 pg:BC	N/B	

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $394,907

MOORE CLEAN PRINT® PATENTED HQ 11" 27 8½ X 11

2040689238

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 2/00/85 Total Pages: 152

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 466 pg:2C-PG1	SP	
MARLBORO 25+25L # 108 pg:12-13	11		SP	
		CAMEL L # 493 pg:40		
MERIT # 683 pg:BC	99			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $302,935

2040689239

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 3/00/85 Total Pages: 198

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KOOL+MILDS # 568 pg:2C	N/B	
MERIT+M # 692 pg:10-11	9		SP	
MARLBORO 25+25L #-104 pg:27	6			OPP: "CONSERVATION".
		CAMEL L # 496 pg:34-35	SP	
		VANTAGE+100 # 441 pg:49		
		LUCKY L # 105 pg:BC	N/B	

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $387,299

2040689240

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 4/00/85 Total Pages: 178

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 690 pg:2C	9			OPP: BW AD.
		STRIDE+100 # 101 pg:10		
MARLBORO #1001 pg:21-23	6		3PG U	OPP: "CONSERVATION".
		CAMEL # 301 pg:30		
		WINSTON # 469 pg:115		
		KOOL+MILDS # 571 pg:BC	N/B	

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $392,034

2040686241

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 5/00/85 Total Pages: 190

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100+L #1003 pg:12-13	10		SP	
		CAMEL L # 548 pg:24		
		STRIDE 100+100M # 103 pg:32		
MERIT # 696 pg:60	11			OPP: "THAYER BOGG AND THE...". 16 PG 1/2 PG BKLT
		CAR+M+100+M+120 # 226 pg:120-129	1/2 SP 2C N/B	
		WINSTON L # 205 pg:141		
		VANTAGE # 447 pg:BC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $381,743

2040689242

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 6/00/85 Total Pages: 142

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VANTAGE # 446 pg:2C-PG1	SP	
MARLBORO #1011 pg:14	8			OPP: "SOLUNAR TABLES".
MERIT-M # 702 pg:23	8			OPP: "CONSERVATION - VITAL STATISTICS".
		LUCKY L # 109 pg:49	N/B	
		WINSTON # 473 pg:BC		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $298,631

2040689243

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 7/00/85 Total Pages: 206

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 701 pg:10-11	6		SP	
MARLBORO+L #1015 pg:18	6			OPP: "HILL COUNTRY - TALKING DUCKS".
		VANTAGE # 448 pg:32-35	SP	COUPON: $1.50 OFF CARTON.
		KOOL+MILDS # 588 pg:49	N/B	
		KENT GL100 # 128 pg:100-101	SP N/B	
		LUCKY L # 106 pg:125	N/B	
		STERLING # 126 pg:BC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $470,359

2040689244

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 8/00/85 Total Pages: 112

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 1029 pg:2C-PG1	8		SP	
MERIT+M # 704 pg:10	8			OPP: "SOLUNAR TABLES".
		LUCKY L # 106 pg:22	N/B	
		STERLING # 136 pg:36-37	SP+1/2	COUPON: FREE PACK.
		VANTAGE # 445 pg:47		
		KENT GL100 # 129 pg:63	N/B	
		WINSTON # 473 pg:BC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $499,301

2040689245

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 9/00/85 Total Pages: 146

PHILIP MORRIS ADS	MIN SET	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO 25+25L # 109 pg:20-PG1	8		SP	
		STERLING # 139 pg:10		
MERIT+M ~~# 708~~ pg:23	6			OPP: "HILL COUNTRY".
		KENT GL100 # 129 pg:30	N/B	
		WINSTON L # 204 pg:37		
		LUCKY L # 106 pg:54	N/B	
		CAR+M+100+M+120 # 228 pg:90-91	1/2 SP 2C N/B	
		VANTAGE # 445 pg:101		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $411,080

2040689246

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 10/00/85 Total Pages: 148

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100+L #1037 pg:2C, 1-5	12		6PG GT	
		VANTAGE # 449 pg:16-17	SP	
MERIT+M # 710 pg:42	6			OPP: "TED TRUEBLOOD GOING ALONE".
		KENT II+III+GL # 295 pg:49	N/B	
		STERLING # 142 pg:60-61	SP	
		KOOL+MILDS # 588 pg:79	N/B	
		LUCKY L # 109 pg:88	N/B	
		WINSTON # 474 pg:8C		

TOTAL CIGARETTE ADS = 0 TOTAL ADVERTISING = $716,119

2040689247

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 11/00/85 Total Pages: 164

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 1041 pg: 2C-FC1	8		SP	
		WINSTON # 477 pg: 10		
MERIT # 721 pg: 20-21	9		SP	
		VANTAGE # 450 pg: 31		
		KENT II+III+GL # 295 pg: 57	N/B	
		LUCKY L # 113 pg: 68	N/B	
		STERLING # 147 pg: 79		
		CAR+M+100+M+120 # 234 pg: BC	N/B	

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $476,114

2040689248

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004

Magazine: FIELD & STREAM
Issue: 12/00/85 Total Pages: 150

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 722 pg:2C-P01	14		SP	
		CAMEL L+CAMEL # 579 pg:16-19	SP+1/2	COUPON: $1 OFF 2 PACKS OR CARTON
		VANTAGE # 451 pg:28-29	SP	
		LUCKY L # 112 pg:45	N/B	
		KENT II+III+GL # 295 pg:74	N/B	
		WINSTON # 477 pg:94		
		STERLING # 147 pg:BC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $546,645

2040689249

Source: https://www.industrydocuments.ucsf.edu/docs/hkfm0004